

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:)	
	Mark A. Geiger)	
)	
Serial No.:	09/871,493)	Art Unit
)	2621
Filed:	May 31, 2001)	
)	Conf. No.
For:	ELECTRONIC SHOPPING CART DISPLAY SYSTEM)	9598
)	
Examiner:	David J. Czekaj)	

AMENDMENT & RESPONSE

MAIL STOP: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This correspondence is responsive to the Office Action mailed June 25, 2007 for the above-referenced application. The following Response addresses every rejection set forth in the Office Action, thus placing the application in condition for allowance. Pursuant to 37 C.F.R. § 1.111, please amend the above-referenced patent application as follows.